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Case-study challenge for management students

Under the aegis of Directi's "Annual Case Study Competition 2012" India's brightest B-school talent will explore creative uses of the internet and mobile to revolutionise the way Indians think about and consume Indian cinema. The competition instituted in 2009 with a mission of celebrating the 'entrepreneurial spirit' in India, aims to challenge the intellectual abilities and strategic thinking of future entrepreneurs.

The winning teams, that will take home more than Rs 300,000 in cash, will be decided by an eminent jury comprising senior industry veterans. The competition is open to all final year MBA students or those graduating in 2013 enrolled at a full-time MBA programme at any of the schools mentioned below. All interested participants are required to form a team and register it on <http://casestudy.directi.com/>

List of participating colleges

- Indian School of Business - Hyderabad & Mohali
- Indian Institute of Management- Ahmedabad, Bangalore, Calcutta, Shillong, Kozhikode, Lucknow, Indore, Ghaziabad, Delhi, Gurgaon
- SP Jain Institute of Management & Research
- Mudra Institute of Communications (MICA)
- Indian Institute of Foreign Trade (IIFT)- Delhi & Kolkata
- Xavier Labour Relation Institute (Jamshedpur)
- Great Lakes Institute of Management - Chennai.

The Case study competition is expected to be more challenging compared to last year and will award winners at different levels. There are three major awards to be won:

■ **The Jury Selection Award:** The top five teams across India will be flown in to Directi's headquarters in Mumbai — DirectiPLEX — to present their case studies live to the jury. The three winning teams will be awarded cash prizes of Rs. 1,00,000, Rs. 75,000 and Rs. 50,000 respectively.

■ **People's Choice Award:** The team with maximum votes from their peers, friends will be awarded prizes worth Rs. 20,000

■ **Campus Champions:** The best submission from every campus will win vouchers worth over Rs. 10,000

